

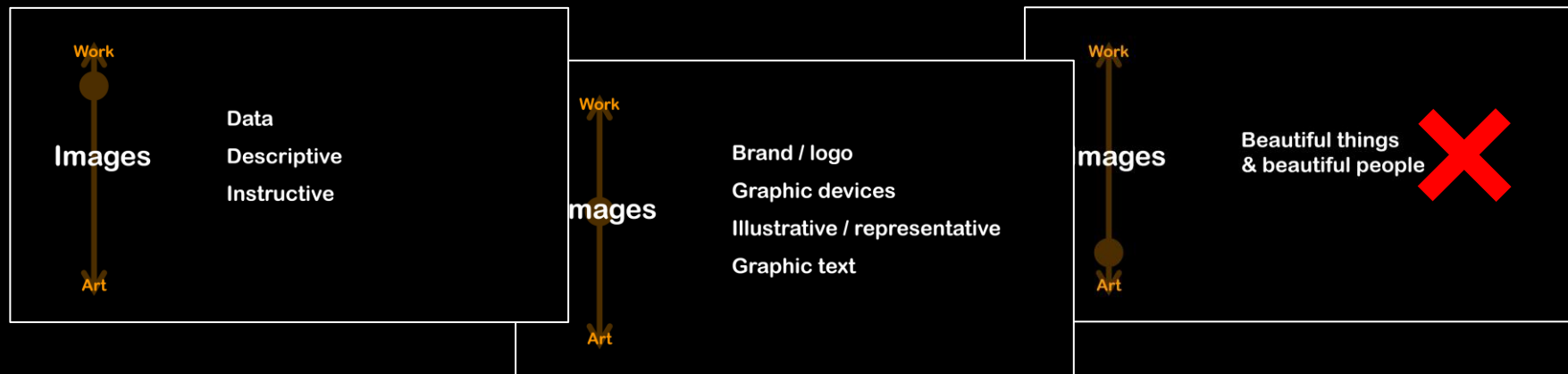
Better web images

Digital Knowledge Sharing

3 take aways

1

Ask yourself “is this image doing any useful **work**?”



2

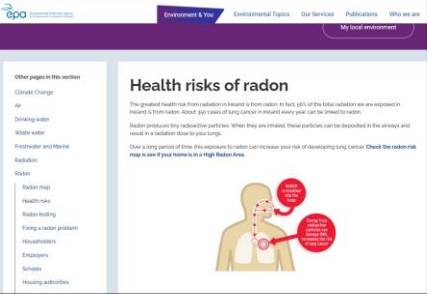
Optimise your images to
within an **inch** of their lives.

13MB → **239KB**

54 times smaller!

3

Always, always, always add an **ALT** tag. (Always.)



```
<h1>Health risks of radon</h1>
<p>The greatest health risk from radiation in Ireland is from radon. In fact, 56% of the total radiation we are exposed to in Ireland is from radon. About 350 cases of lung cancer in Ireland every year can be linked to radon.</p>
<p>Radon produces tiny radioactive particles. When they are inhaled, these particles can be deposited in the airways and result in a radiation dose to your lungs.</p>
<p>Over a long period of time, this exposure to radon can increase your risk of developing lung cancer.<a href="https://www.epa.ie/environment-and-waste/air/indoor-air-quality/radon">Check the radon risk map</a> to see if your home is in a High Radon Area.</p>
<figure>

<figcaption>
</figcaption>
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<h2>Risk for smokers</h2>
<p>Radon is a particular hazard for people who smoke. Radon is not irritating to the lungs in the usual sense. It does not cause or increase the risk of asthma, nor is it associated with other common respiratory illnesses.</p>
```

And remember...

“I wish you would spend **less time** making content clearer - and **more time** on nicer images”
...said no web user ever!

<https://shanediffily.medium.com/why-digital-government-in-ireland-is-failing-and-how-to-fix-it-398defcd8172>



1992 - The first ever image on the web.



How it's going...

2025 - Images of anything, anytime.

“Your website is not an **art** project.
It’s a **machine** for doing things!”

That said, **images** do have
their place on web...

Let's see images that
do useful **work**.

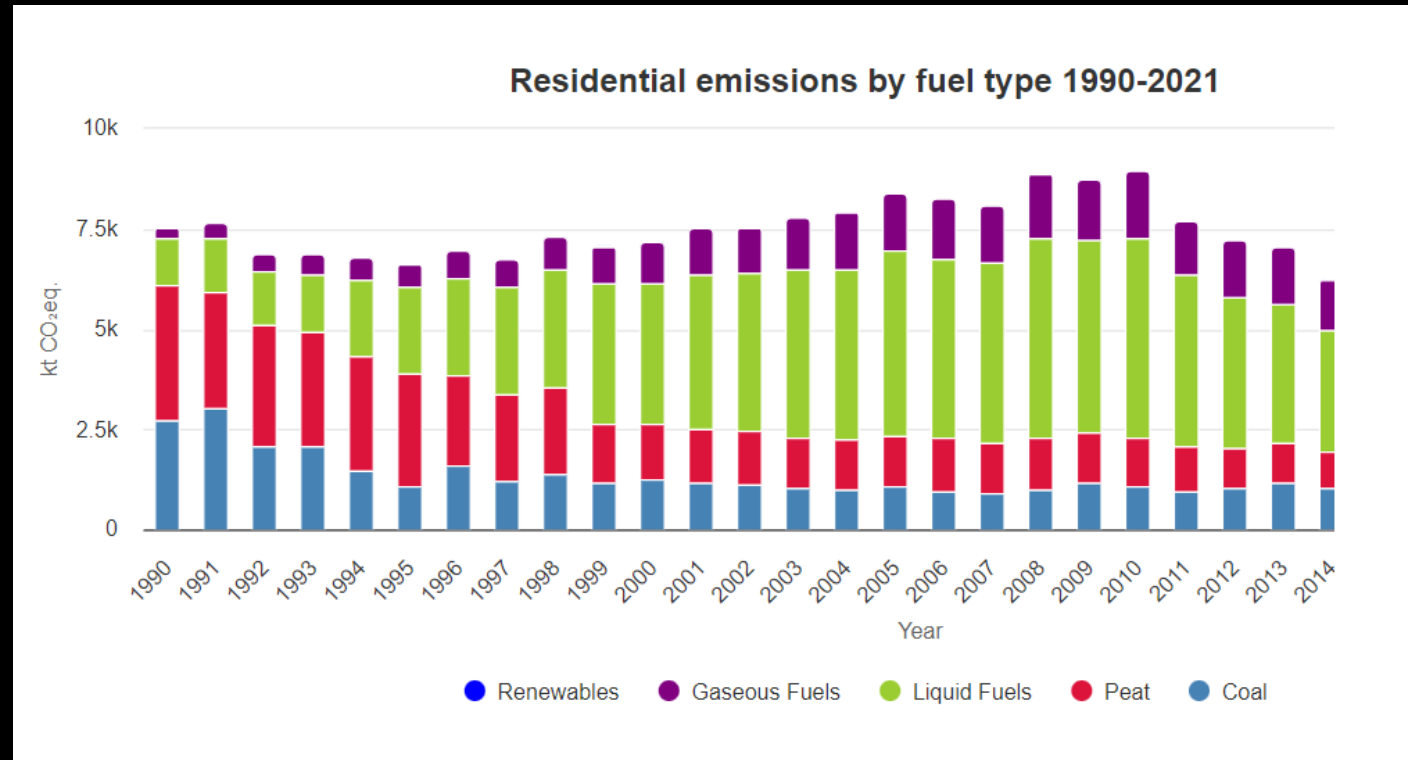
Images as
MACHINE

100%
machine



*Images
as
Art*

For example...
This image helps users understand **data**.
Yes, it does useful work.



Images as
MACHINE

100%
machine




*Images
as
Art*

For example...

This image gives users **instructions** about how to complete a task. It does useful work.

Lighting and focus ⊖

- Your photo must be in focus. Balance the lighting and colour, not too dark or too light.
- There must not be any shadows on your face or behind your head.
- 'Red eye' in photographs is not acceptable.
- Good colour balance and natural skin tones are essential.



Not Acceptable Acceptable

Images as MACHINE

100%
machine

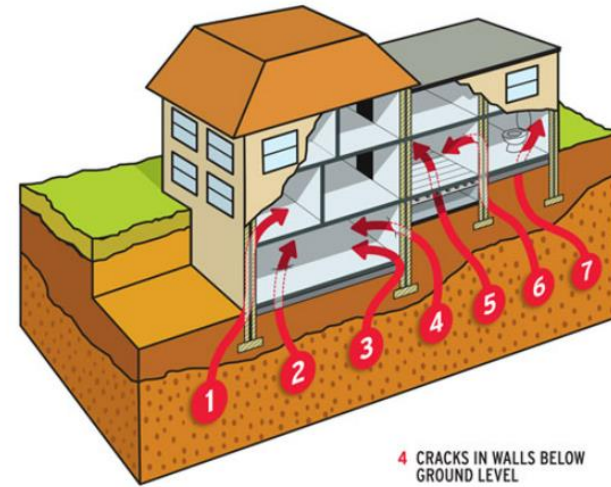


*Images
as
Art*

For example...

This image gives describes a **concept** far better than any text. It does useful work.

How radon gas can enter your home

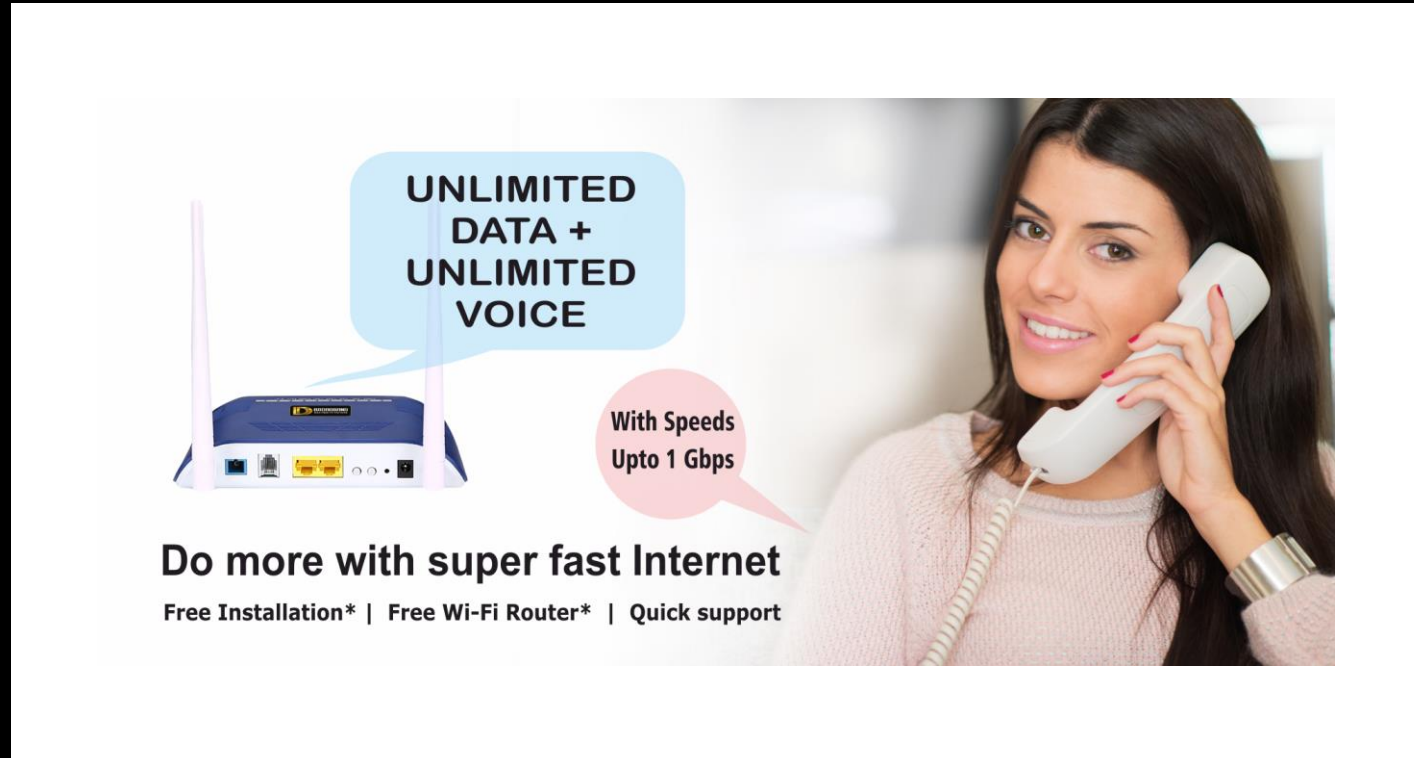


- 1 CAVITIES IN WALLS
- 2 CRACKS IN SOLID FLOORS
- 3 CONSTRUCTION JOINTS

- 4 CRACKS IN WALLS BELOW GROUND LEVEL
- 5 GAPS IN SUSPENDED FLOORS
- 6 CRACKS IN WALLS
- 7 GAPS AROUND SERVICE PIPES

Images as
MACHINE

For example...
This “beautiful smiling person” does very little
useful work.



100% art

*Images
as
Art*



Images as
MACHINE



50/50?

Brand / logos?

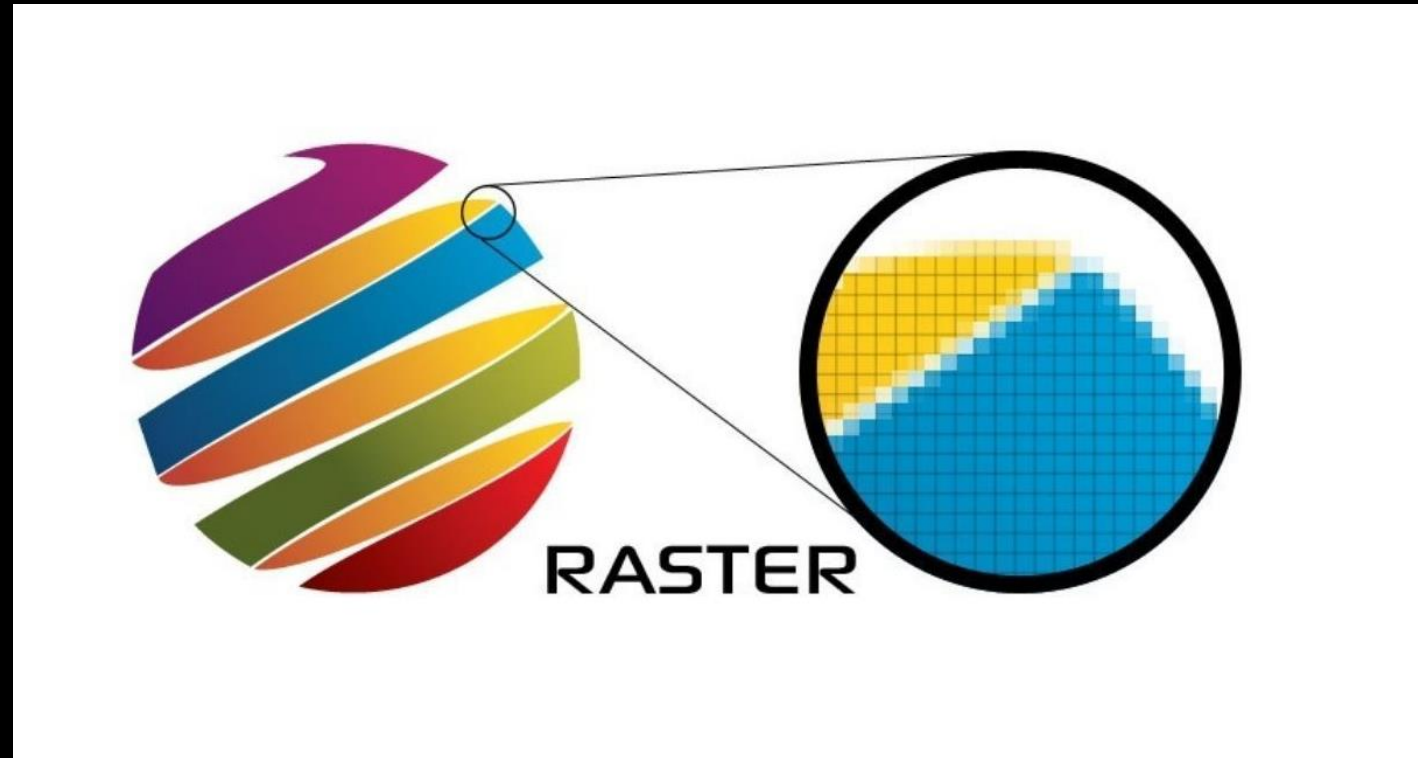
Graphic devices?

Graphic text?

*Images
as Art*

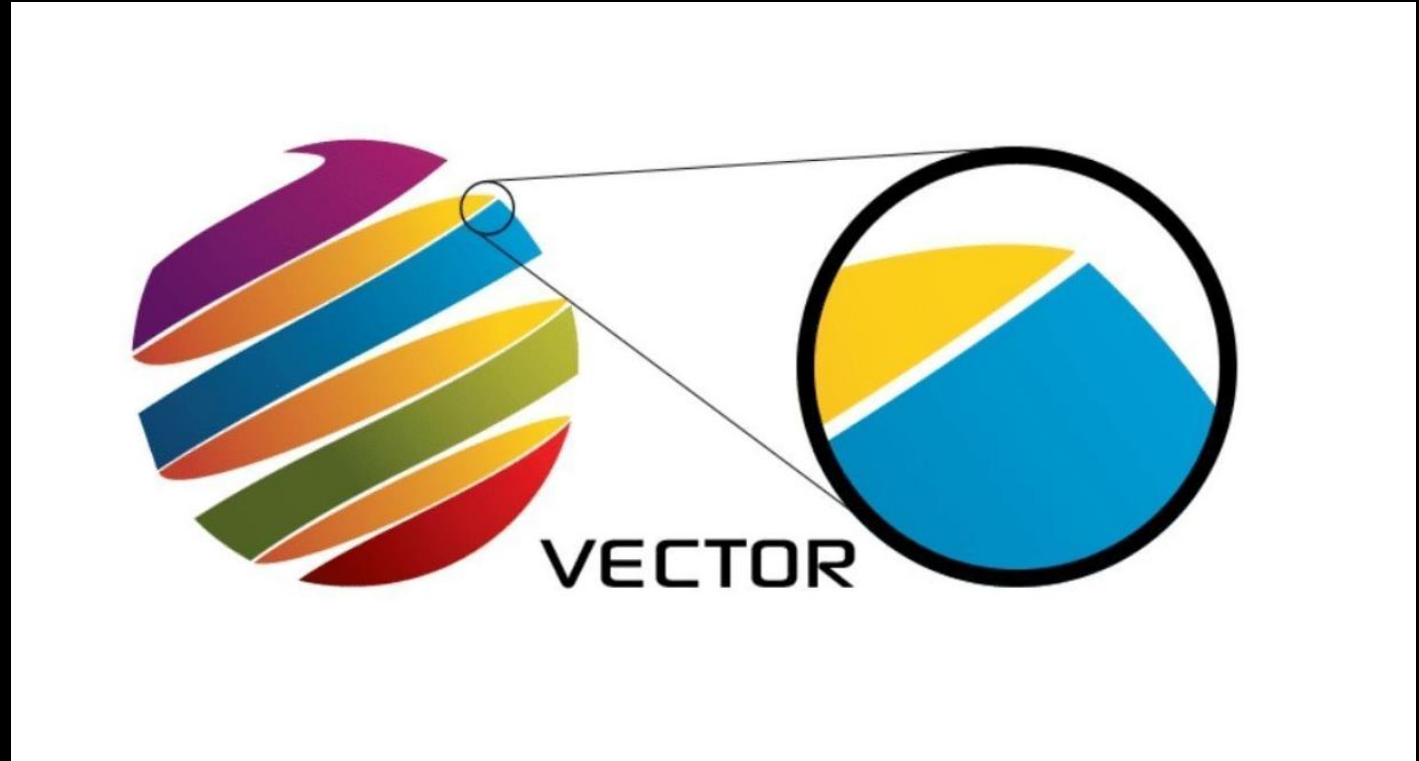
Image types

Raster



Typically **photographs**

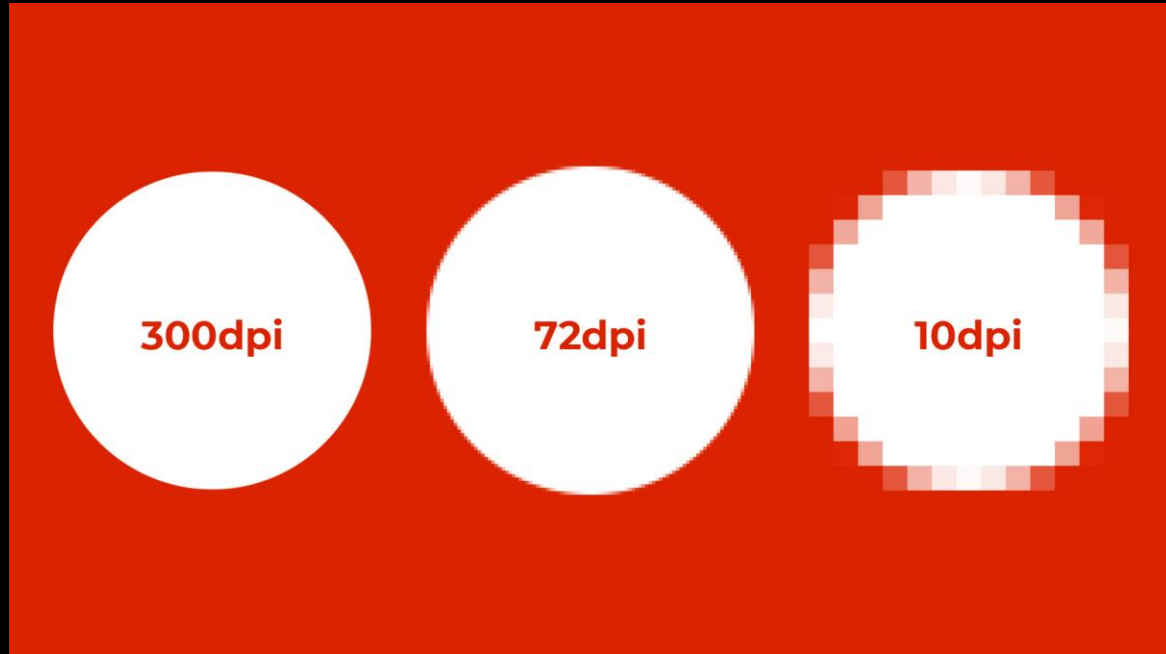
Vector



Typically **logos/flat** images

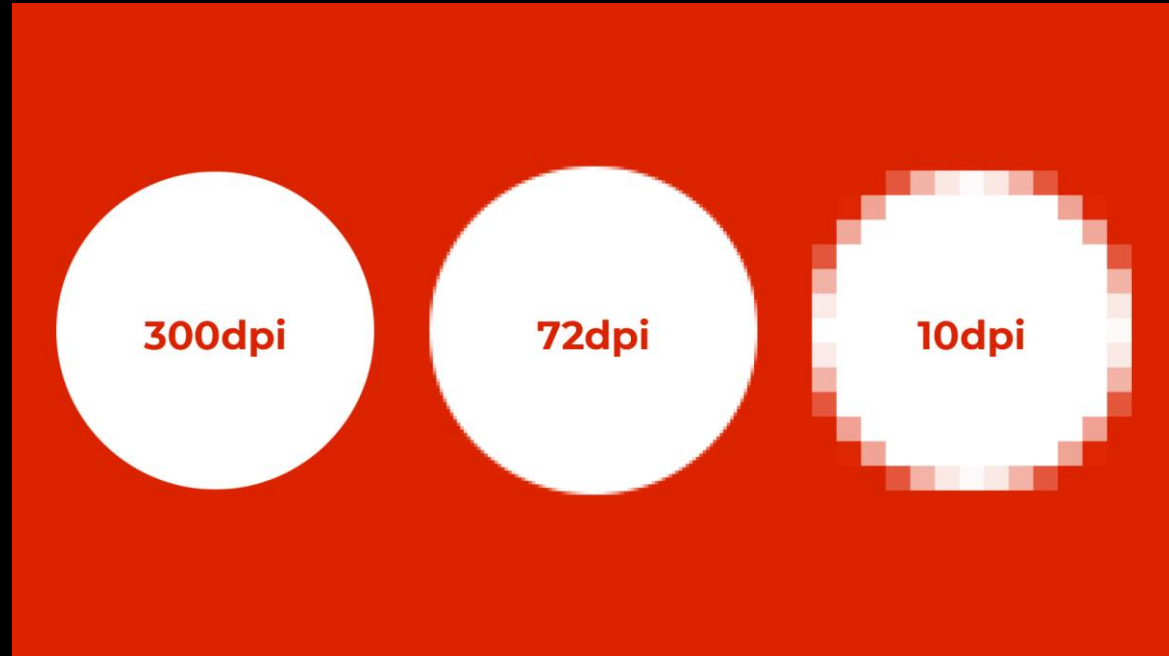
Image resolution

Print



Typically **300** dpi

Web



Typically **72-96** dpi

Image formats

Print

Typically **EPS, TIFF, BMP, JPEG**
& many others

Web

Typically **JPEG, GIF, PNG**
& new formats: **WEBP, SVG, AVIF**

Images for web

Type + resolution + format

Usually

For photographs and tonal images

...Typically JPEG or PNG

...Or new format WEBP

...All at 72 (or 96) dpi.

Usually

For flat colours (graphs, logos, etc)

...Typically PNG.

...Or new format WEBP, but not JPG

...All at 72 (or 96) dpi.

Image optimisation

How many **kilobytes**?

How many MEGAbytes?!?

13MB → 239KB

Many pages have images
with **very** large filesizes.

Large filesizes affect performance
& are very **carbon intensive**.

Website carbon results for: gov.ie/en/organisation/department-of-the-environment-climate-and-communications



Oh no! This web page achieves a carbon rating of D

This is dirtier than **56%** of all web pages globally



Learn about our [rating system](#)

This page was last tested on 22 May, 2024. [Test again](#)

Copy URL



Oh my, **0.56g of CO2** is produced every time someone visits this web page.

[How do we calculate this?](#)

Optimisation requires judgement:
Quality vs Filesize

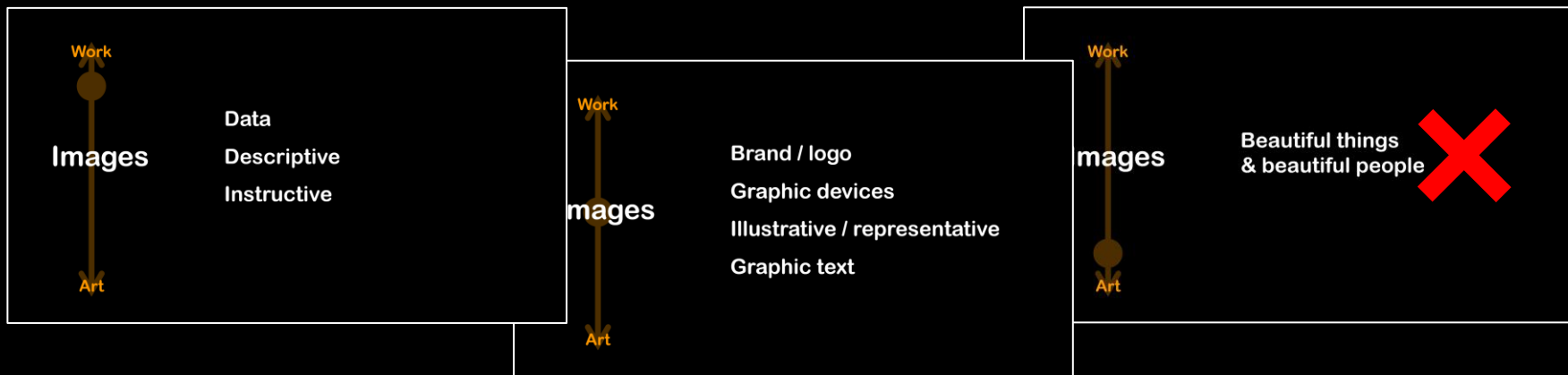
No hard and fast rules.

Does it look good? Can filesize be reduced even more & **still** look good?

What can you do now?

1

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2

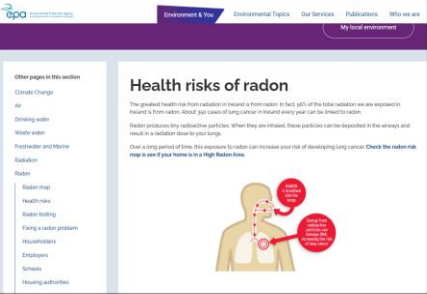
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Shane Diffily